

Business Plan Competition 2010 • Judges Evaluation Form

Student Entrepreneur: _____ Total Points: _____

Business Name: _____

Judge: _____

Use a scale of 1-10, with 10 being the highest/best, use the following criteria:

Professional Presentation:

Appearance: business attire and manner

1 2 3 4 5 6 7 8 9 10

Speaks clearly and understandably

1 2 3 4 5 6 7 8 9 10

Clearly introduces self to judges and audience, shakes hands, distributes cards, brochures, etc.

1 2 3 4 5 6 7 8 9 10

Introduction to the Business:

Clearly identifies business name and type of business

1 2 3 4 5 6 7 8 9 10

Identifies organizational and legal structure of business

1 2 3 4 5 6 7 8 9 10

States the business mission and opportunity

1 2 3 4 5 6 7 8 9 10

Goal Setting & Time Management:

Identifies short and long term goals

1 2 3 4 5 6 7 8 9 10

Describes operational strategy

1 2 3 4 5 6 7 8 9 10

Marketing:

Identifies target market and demonstrates market research

1 2 3 4 5 6 7 8 9 10

Identifies competitors in their market

1 2 3 4 5 6 7 8 9 10

Clearly states the competitive advantage of the company

1 2 3 4 5 6 7 8 9 10

Describes the Marketing Mix in terms of the “4 P’s”

1 2 3 4 5 6 7 8 9 10

Outlines marketing ideas and plan

1 2 3 4 5 6 7 8 9 10

Economics of One Unit

Understands and clearly explains economics of one unit

1 2 3 4 5 6 7 8 9 10

Demonstrates reasonable and realistic variable costs

1 2 3 4 5 6 7 8 9 10

Financials:

Demonstrates reasonable and realistic monthly operating costs

1 2 3 4 5 6 7 8 9 10

Shows reasonable and realistic monthly sales projections

1 2 3 4 5 6 7 8 9 10

Shows budgeted yearly statement/ net profit projection

1 2 3 4 5 6 7 8 9 10

Shows complete startup costs

1 2 3 4 5 6 7 8 9 10

Demonstrates viable financing strategy

1 2 3 4 5 6 7 8 9 10

Return on investment is realistic

1 2 3 4 5 6 7 8 9 10

Philanthropy/Social Responsibility Plan:

Understands and identifies a meaningful and realistic philanthropy plan

1 2 3 4 5 6 7 8 9 10

Final summary:

Recaps business high points, thanks judges and audience

1 2 3 4 5 6 7 8 9 10

Responses to Questions:

1 2 3 4 5 6 7 8 9 10

Overall presentation impression:

1 2 3 4 5 6 7 8 9 10

Please Add Additional Notes for the Student(s):